ORDER

Orders Order / Rev: 685380 Alt Order #: 06154603 **Product Desc: CROSSROADS GPS** Estimate: 547 **WUSA** Flight Dates: 05/24/12 - 05/31/12 Primary AE: Aaron Ashe Original Date / Rev: 05/22/12 / 05/22/12 Sales Office: T-WAS Order Type: **Political** Sales Region: NAT Agency Name: Crossroads Media/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 88 Canal Center Plaza Suite 555 Billing Cycle: **EOM/EOC** Alexandria, VA 22314 15% Agency Commission: Advertiser Name: **Crossroads GPS** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Ballot,IS-Issue/Non Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	11	\$25,300.00	\$21,505.00
05/28/12	05/31/12	16	\$22,750.00	\$19,337.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	11	\$25,300.00	\$21,505.00	27.90
June 2012	16	\$22,750.00	\$19,337.50	38.20
Totals	27	\$48,050.00	\$40.842.50	66.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WUSA	19%	\$48,050.00
Market	100%	\$252.894.74

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$60,694.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$88,513.16
WTTG	22%	\$55,636.84
WWPX	0%	\$0.00

_1	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ε	1 WUSA	05/25/12	2 05/25/12	9 News @ Noon 9 News @ Noon	СМ	12-1230P	F	:30	1	\$600.00P-3	2.30 NM	1	\$600.00
	9 NEW	S AT NOC	ON 3	_									
	<u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Week: 05	/21/12	05/27/12	F	1	\$600.00	2.30						
E	2 WUSA	05/25/12	2 05/25/12	9 News @ 5p	СМ	5-6p	F	:30	1	\$450.00P-3	1.30 NM	1	\$450.00
				9 News @ 5p									

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WUSA

Order / Rev:

685380

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates:

06154603 05/24/12 - 05/31/12

Product Desc:

CROSSROADS GPS

Estimate:

547

Ln Ch Start **End Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 9 NEWS AT 5P Start Date **End Date** Spots/Week Rate Rating <u>Weekdays</u> ---F--Week: 05/21/12 05/27/12 \$450.00 1.30 :30 \$400.00P-3 1.20 NM \$400.00 E 3 WUSA 05/25/12 05/25/12 6-7a 9 News @ 6a CM ---F--1 9News @ 6a 9 NEWS NOW @ 6AM Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 05/21/12 05/27/12 ---F--\$400.00 1.20 7-730p :30 \$700.00P-3 1.50 NM E 4 WUSA 05/25/12 05/25/12 CM ----F--1 \$700.00 9 News Tonight 7p 9 News Tonight 7p **9 NEWS TONIGHT** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 05/21/12 05/27/12 \$700.00 1.50 E 5 WUSA 05/28/12 05/28/12 9 News @ 11p СМ M-Su 11-1135p :30 1 \$2,000.00P-2 3.40 NM \$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Spots/Week Start Date **End Date** Weekdays Rate Rating M----Week: 05/28/12 06/03/12 \$2,000.00 3.40 E 6 WUSA 05/28/12 05/28/12 9 News @ 5p :30 \$450.00P-3 CM 5-6p M----1.30 NM \$450.00 9 News @ 5p 9 NEWS AT 5P Start Date **End Date Weekdays** Spots/Week Rate Rating 06/03/12 Week: 05/28/12 \$450.00 1.30 E 7 WUSA 05/28/12 05/28/12 9 News Tonight 7p CM 7-730p M-----:30 \$700,00P-3 1.50 NM \$700.00 9 News Tonight 7p **9 NEWS TONIGHT End Date** Start Date Weekdays Spots/Week Rate Rating Week: 05/28/12 06/03/12 M----\$700.00 1.50 E 8 WUSA 05/26/12 05/26/12 9 News @ 11p CM M-Su 11-1135p ----S-:30 1 \$2,000.00P-2 3.40 NM \$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Start Date **End Date Weekdays** Spots/Week Rate Rating ----S-Week: 05/21/12 05/27/12 \$2,000.00 3.40 E 9 WUSA 05/26/12 05/26/12 9 News @ 6p Sat CM Sat 6-630p ----S-:30 \$400.00P-2 1.50 NM 1 \$400.00 9 News @ 6p Sat 9 NEWS SATURDAY 6P Start Date Spcts/Week **End Date** Weekdays Rate Rating Week: 05/21/12 05/27/12 ----S-\$400.00 1.50 E 10 WUSA 05/27/12 05/27/12 9 News @ 11p CM M-Su 11-1135p 1 \$2,000.00P-2 ----S :30 3.40 NM \$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 05/21/12 05/27/12 \$2,000.00 3.40 E11 WUSA 05/27/12 05/27/12 Sun Prime A CM 7-8P ----S :30 1\$14,000.00P-2 6.60 NM \$14,000.00 60 Minutes **60 MINUTES** Weekdays Start Date **End Date** Spots/Week Rate Rating 05/27/12 Week: 05/21/12 ----S 1\$14,000.00 6.60 E 12 WUSA 05/27/12 05/27/12 **CBS Sunday Morning** CM 9-1030a ----s :30 1 \$2,000.00P-2 2.10 NM \$2,000.00 CBS Sunday Morning **SUNDAY MORNING-CBS End Date** Start Date Weekdays Rating Spots/Week Rate Week: 05/21/12 05/27/12 ----S \$2,000.00 2.10 E 13 WUSA 05/24/12 05/31/12 9 News @ 11p СМ M-Su 11-1135p ---T---:30 1 \$2,000.00P-2 3.40 NM \$4,000.00 9 News @ 11p 9 NEWS NOW @ 11PM **Weekdays** Spots/Week Start Date **End Date** Rate Rating \$2.000.00 Week: 05/21/12 05/27/12 ---T---3.40 Week: 05/28/12 06/03/12 ---T---\$2,000.00 3.40 E 14 WUSA 05/31/12 05/31/12 Price Is Right CM :30 11a-12p ---T---\$650.00P-3 2.20 NM \$650.00 The Price is Right

Print Date: 05/22/12 11:28:42 Page 3 of 3

Order / Rev:

685380

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates:

06154603 05/24/12 - 05/31/12 Product Desc: CROSSROADS GPS

Estimate:

547

WUSA

Ln Ch Start PRICE IS RIGHT	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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CBS THIS MORNI											
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E 19 WUSA 05/29/12		9 News @ Noon 9 News @ Noon	СМ	12-1230P	-T	:30	1	\$600.00P-3	2.30 NM	1	\$600.00
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E 25 WUSA 05/30/12	05/30/12	9 News Tonight 7		7-730p	W	:30	1	\$700.00P-3	1.50 NM	1	\$700.00
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	nd Date 6/03/12	Weekdays w	Spots/Week 1	<u>Rate</u> \$700.00	Rating 1.50						
									Totals	27	\$48,050.00

AGENCY CREDIT RISK !!! REP: TEL# 703 528 7800

HARRIS CREDIT ADVISORY: ORDER WORKSHEET

REP HEADLINE# 6154603

MAY22/12 10.38 *** WUSA-TV

7880

FAX# 703 528

FROM REP

RPT.

DC - NOELLE RAMSEY D/P REC# CROSSROADS MEDIA LLC WASHINGTON GPS HSZ ISS/CROSSROADS GPS CODE 58/CITY TAX CROSSROADS 17/RTG SVC AARON ASHE CO-OP KEY 10/BILL 16/BYR 9/AREA DATE MO-SU 64/ACON EST#547 CK \$380 4/SISP# 2/ADVERTISER# IALL TYPE TAX CARD Z X 1/AGENCY# 57/CO-OP 14/ORDER 59/STATE 21/BILL 11/RATE 3/PROD# 63/PCON 20/EOS 5/REP# BIAS# WK-2 555 END DATE-MAY31/12 SUITE PLAZA, 22314 ORIGINAL REV#0 *** 4 CANAL CENTER ALEXANDRIA, START DATE-MAY24/12 PARTIAL LINE/S 99 * * * ADDRESS AGENCY LINE/S ORDER DELETE ZEZ ADE

FR: HILARY TO: LANCE REP:

NEW ORDER TTLS:48050

PLS CFM, THX! 5/22

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CROSSROADS GPS

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\$600.00

SPOT/LIN

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MAY22/12 10.38 *** WUSA-TV *** REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP N

REP HEADLINE# 6154603

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REP HEADLINE# 6154603

MAY22/12 10.38 *** WUSA-TV *** REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

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REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP N

REP HEADLINE# 6154603

MAY22/12 10.38 *** WUSA-TV ***

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FAX# 703 528 7880 REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENO ORDER WORKSHEET

FROM REP AGENCY CREDIT RISK !!!
HARRIS RPT. F1

REP HEADLINE# 6154603

MAY22/12 10.38 *** WUSA-TV ***

STS

STATION CD SPOT CD SC# 23/ /LIN 48050.00 CONTRACT TOTAL TOTAL SPOTS RATE SPOT 18/ SPT /WK PLAN PRICE 16/ SEC 14/ PLAN CLS 13/ END TIME PTRN LNTH DATE 22750.00 BEGIN END TIME TIME JUN/12 25300.00 BS REP LN# LN# CD DAYS MAY/12

CABL 0% WDCW 08 WDCA 0% 35% WRC WJLA 24% WUSA 19% WTTG 22%

MARKET TOTALS \$252,894

SVC- NSI DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

rossroads (GPS (Grassroots I	Policy Strate	egies)		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
otal Char	ges:				s //

For programming that "communica importance," list the name of the le office(s) being sought and the date(gally qualified candidate(s) the	programming refers to, the		
For programming that "communicating importance," attach Agreed Upon S		olitical matter of national		
I represent that the payment for the	above described broadcast tim	e has been furnished by:		
Crossroads GPS, 1404 New Margee Clancey-Treasurer				
and you are authorized to announce furnishing the payment, if other than		rson or entity. The entity		
a corporation; a committee	ee; 🗵 an association; 🗌 or	other unincorporated group.		
The names, offices, and addresses o agents of the entity are named below				
THIS STATION DOES NOT DISCI OF RACE OR ETHNICITY IN THE				
I agree to indemnify and hold harmles reasonable attorney's fees, that may en advertisement(s). For the above-state transcript, or tape, which will be delibefore the time of the scheduled broad	sue from the broadcast of the a add broadcast(s), I also agree to ivered to the station at least _	bove-requested o prepare a script,		
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